

**WHAT IS CLAIMED IS:**

- Def a1*
1. A method of providing photographic products and services, comprising the steps of:
    - a) selling a photographic film product to a customer;
    - b) partially exposing the photographic film product;
    - c) returning the partially exposed photographic film product to a photofinisher; and
    - d) providing credit to the customer for the unexposed portion of the photographic film product.
  2. The method claimed in claim 1, wherein the photographic film product is a roll of photographic film.
  3. The method claimed in claim 1, wherein the photographic film product is a one-time use camera.
  4. The method claimed in claim 1, wherein the credit is in the form of certificates for photographic products or services.
  5. The method claimed in claim 4, wherein the credit for photographic product or services are photofinishing services.
  6. The method claimed in claim 4, wherein the credit for photographic product or services are photofinishing services.
  7. The method claimed in claim 4, wherein the credit for photographic product or services are credits towards the purchase of film or one-time use cameras.
- same*

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8. The method claimed in claim 4, wherein the credit for photographic product or services are credits toward the purchase of photographic equipment.

9. The method claimed in claim 4, wherein the credit for photographic product or services are credits toward the purchase of photographic digitization services.

10. The method claimed in claim 9, wherein the photographic digitization services are storage on and access to digital images on the Internet.

11. The method claimed in claim 1, wherein the photographic film product is an APS cartridge.

12. The method claimed in claim 1, wherein the method is used at a special events where the customer purchases the photographic film product from a vendor at the event, uses the photographic film product at the event, and returns the photographic film product to the vendor when leaving the event.

13. The method claimed in a claim 12, wherein the credit arrives with delivery of processed images or other photographic services from the vendor.

14. The method claimed in claim 13, wherein the credit is limited to purchasing event related memorabilia, or event related images taken by a professional photographer.

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